

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVE.
NEW YORK, N. Y.

November 10, 1942

Mr. Addison R. Taylor
Station WPRU
Princeton University
Princeton, New Jersey

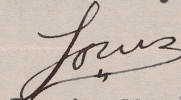
Dear Doc:

We should like a report on the things that are being done to publicize Old Gold Campus News and to promote the sale of Old Golds on your campus.

We hope to present this letter to Old Golds with letters from other colleges, as one presentation. In it we would also like to include all publicity given the Old Golds program by the college publications. Will you therefore enclose all the clippings you can get on this subject.

In writing the letter, leave out personal comments, or anything not pertaining directly to the report, as we hope to show your letter to the P. Lorillard Company.

Sincerely,



Louis M. Bloch, Jr.
Business Manager

LMB:nrf

P.S. Roosevelt Hotel seemed somewhat interested, however, I need all details. Can't figure out how you got \$96